

the smooth coating on the tape 70. The tape 70 is suitably coated with a material to make it very smooth so that the pressure sensitive adhesive on the label 101 can be easily separated therefrom. As this separation occurs, the label 101 contacts the surface S and the applicator roll 125 moves with the dispenser 10 to the right causing the pressure of the roller 125 to secure the pressure sensitive label 101 to the surface S. As indicated above, the roller 125 is relatively soft so that it will accommodate irregular surfaces (e.g. an automobile tire) thereby engaging the entire surface area of each label 101 to insure that the pressure sensitive adhesive material engages over a maximum area to hold the label in place.

After the label 101 is removed from the tape 70, the latter passes between the drive and the idler gear 50 and 57 and then to the take-up roll 75 which is being driven from the idler gear 57 by the spring type belt 73 at a slightly greater speed than the unwind roll 173 or 176 thereby tensioning and rewinding the tape 70. As soon as the label 101 is applied to the surface S, the trigger switch 47 is released, and the dispenser 10 ceases to operate. The operator then selects the next position of the label and repeats the above operation.

It should thus be appreciated that the invention has provided a lightweight portable label dispenser which can be taken to the objects or container to be labeled and which will readily apply a label to a smooth or irregular surface. The dispenser is relatively simple in design and therefore is inexpensive, and is adapted to take rolls of labels of different widths and of different core sizes. In addition, the dispenser rewinds the used tape after the labels have been removed therefrom so that when the roll is exhausted, it is merely necessary to remove the drive spring and slide the used tape from the rewind roller.

While the form of apparatus herein described constitutes a preferred embodiment of the invention, it is to be understood that the invention is not limited to this precise form of apparatus, and that changes may be made therein without departing from the scope of the invention which is defined in the appended claims.

What is claimed is:

1. A portable label dispenser for applying labels having a pressure sensitive adhesive on one side thereof and being stored adjacent one another on a tape which is coiled into a roll, comprising a mounting member, means for securing the roll of tape on said mounting member, a separator plate secured to said mounting member and having an edge perpendicular to the path of movement of the tape, take-up means on said mounting member for moving the tape sharply around said edge with the labels on the outside of the tape to cause the labels to be removed therefrom, an applicator roller mounted on said mounting member parallel and closely spaced from said edge, said roller being adapted to roll smoothly over the surface to which the label is to be applied and to apply pressure to the label as it is fed between said applicator roller and the surface, power operated means for operating said take-up means to move the tape around said edge to separate the labels from the tape and feed the labels to a position where said applicator roll applies the labels to the surface, and hand grip means on said mounting member adjacent said applicator roller for use in placing said roller in position to apply a label to the surface.

2. A portable label dispenser for applying labels having a pressure sensitive adhesive on one side thereof and being stored adjacent one another on a tape which is coiled into a roll, comprising a mounting member, means for securing the roll of tape on said mounting member, a separator plate secured to said mounting member and having an edge perpendicular to the path of movement of the tape, take-up means on said mounting member for pulling the tape sharply around said edge causing the

labels to be removed therefrom, an applicator roller mounted on said mounting member parallel and closely spaced from said edge, said roller being resilient and adapted to roll over an irregular surface to which the label is to be applied to apply pressure to the label as it is fed between said applicator roller and the surface, manually controlled power operated means for operating said take-up means to move the tape around said edge to separate the labels from the tape and feed the labels to a position where said applicator roll applies the labels to the surface, and hand grip means on said mounting member adjacent said applicator roller for use in placing said roller in position to apply a label to the surface.

3. A portable label dispenser for applying labels having a pressure sensitive adhesive on one side thereof and being stored adjacent one another on a tape which is coiled into a roll, comprising a mounting member, means for securing the roll of tape on said mounting member, a separator plate secured to said mounting member and having an edge perpendicular to the path of movement of the tape, take-up means on said mounting member for pulling the tape sharply around said edge causing the labels to be removed therefrom, said take-up means including a pair of loosely meshed gears mounted for rotation on said mounting member and disposed to pull the tape sharply around said edge, an applicator roller mounted on said mounting member parallel and closely spaced from said edge, said roller being adapted to roll smoothly over the surface to which the label is to be applied and to apply pressure to the label as it is fed between said roller and the surface, manually controlled power operated means for operating said take-up means to move the tape around said edge to separate the labels from the tape and feed the labels to a position where said applicator roll applies the labels to the surface, and hand grip means on said mounting member adjacent said applicator roller for use in placing said roller in position to apply a label to the surface.

4. A portable label dispenser for applying labels having a pressure sensitive adhesive on one side thereof and being stored adjacent one another on a tape which is coiled into a roll, comprising a mounting member, means for securing the roll of tape on said mounting member, a separator plate secured to said mounting member and having an edge perpendicular to the path of movement of the tape, take-up means on said mounting member for pulling the tape sharply around said edge causing the labels to be removed therefrom, said take-up means including a pair of loosely meshed gears mounted for rotation on said mounting member and disposed to engage and pull the tape sharply around said edge, a take-up roll on said mounting means and operated in conjunction with said gears to wind-up the tape, an applicator roller mounted on said mounting member parallel and closely spaced from said edge, said roller being adapted to roll smoothly over the surface to which the label is to be applied and to apply pressure to the label as it is fed between said roller and the surface, manually controlled power operated means for operating said take-up means to move the tape around said edge to separate the labels from the tape and feed the labels to a position where said applicator roll applies the labels to the surface, and hand grip means on said mounting member adjacent said applicator roller for use in placing said roller in position to apply a label to the surface.

5. A portable label dispenser for applying labels having a pressure sensitive adhesive on one side thereof and being stored adjacent one another on a paper tape which is coiled into a roll, comprising a flat mounting plate, means for securing the roll of paper tape with one side of the roll disposed flat against one side of said mounting plate, a separator plate secured to said one side of said mounting plate and having an edge perpendicular to said mounting plate, take-up means for pulling the tape sharply around said edge causing the labels to be removed there-